

NEWSPAPER LISTING

Please note: The newspapers that are grouped together are affiliated or owned by the same company. The primary (lead) paper is listed first. The secondary papers follow the primary paper and are indented. Also, the circulation focus column heading indicates if a newspaper is geared for a specific ethnic or age group, or for the general population.

CODING FOR AREAS

CV	Central Valley
DL	Desert Lower
DU	Desert Upper
EV	East Valley
MB	Morongo Basin
SB	San Bernardino City
WV	West Valley
*	Newspapers owned by parent company
**	Newspapers published in other than English language



**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH
HEALTH PROMOTIONS & EDUCATION SERVICES
NEWSPAPER MEDIA LIST
August 21, 2003**

NAME/ADDRESS	CONTACT PERSON	PUBLISHED	AREA	DEADLINE	DISTRIBUTION	CIRCULATION /FOCUS
AARP Newsletter – Chapter 2598 PO Box 5042 Sugarloaf, Ca 92386	Bob Cartwright-President (760) 961-2566	Monthly	Big Bear	15 th of each month.	1 st of the month	200/Senior Population
Adelanto Bulletin P.O. BOX 673 Adelanto, CA 92301	Sandy Martinez News Editor (760) 246-6822 (760) 246-6609 FAX	Weekly	Adelanto, Desert Upper, El Mirage. Victorville	-Friday 4 PM (Press release) -Friday 12PM (Advertising) -Classified 12 noon	Thursday	5,000/General Population
(The) Alpenhorn P.O. Box 4572 Crestline, Ca 92325	Dennis Labadie, Publisher (909) 337-1848 (909) 338-5553 FAX	Weekly	Mountains	Saturday 12 Noon	Thursday	1,800/General Population
Big Bear Grizzly, Big Bear Life & Big Bear Shopper P.O. Box 1789 Big Bear Lake, CA 92315 (Mailing) 42007 Fox Farm Road, Suite 3 Big Bear Lake, CA 92315 (Location)	Jerry Wright, Publisher (909) 866-3456 (909) 866-3457 (909) 866-458 (909) 866-3459 (909) 866-2302 FAX Note: Sent two copies	Weekly	Big Bear	Friday Noon 12 pm	Wednesday (BBG) Thursday (BBS) Saturday (BBL)	10,000/General Population

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Black Voice News P. O. Box 1581 Riverside, CA 92502 (Mailing) 3585 Main Street, Suite 201 Riverside, CA 92501 (Location)	Cheryl & Hardy Brown, Publishers Cheryl Brown, Acting Editor (909) 682-6070 (909) 276-0877 FAX (909) 682-1602 FAX blackvoice@eee.org	Weekly	Central Valley, San Bernardino, Riverside	Friday 5 PM Ads- Tuesdays 5 PM	Thursday	8,500/African American Population
(The) Business Press 1650 S. E St. San Bernardino, CA 92408-2725	Bob Dixon (909) 806-3100 ext. 3108 (909) 806-3199 FAX mmonroe@pe.net	Weekly	Inland Empire, San Bernardino, & Riverside Counties	One week prior to printing	Monday	12,000/Business Population
Champion New (CN) P.O. Box 607 Chino, CA 91708 (Mailing) 13179 9 th Street Chino, CA 91710 (Location) *Chino Champion (CC) *Chino Hills Champion (CHC)	Mark Kellam (909) 628-5501 (909) 590-1217 FAX news@championnewspapers.com Note: Send only <u>one</u> copy of news release to parent company & specify which paper(s) to be included.	Weekly	West Valley	Monday 5 PM	Saturday	37,700/General Population
Colton City News 368 W. H St. Colton, CA 92324 (Mailing)	Linda Garber, Publisher Patrick M. Rowe, Editor (909) 370-2774 (909) 370-1193 FAX coltoncitynews@aol.com	Weekly	Colton	Tuesday By noon	Thursday	7,000/General Population

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Crestline Courier (CC) P. O. Box 2410 Lake Arrowhead, CA 92325 (Mailing) *Mountain News & Shopper (MN/S) P. O. Box 2410 Lake Arrowhead, CA 92352 (Mailing) 28200 Hwy. 189, Bldg. 1, Suite 200 Lake Arrowhead, CA 92352 (Location)	Harry Bradley, Publisher (909) 338-1893 (909) 337-5275 FAX Harry Bradley, Publisher (909) 337-6145 (909) 337-5275 FAX	Weekly Note: Mail or FAX to MN/S for both newspapers Mark at top: <u>For Both Newspapers</u>	(CC) Crestline (MN/S) Arrowhead	(CC) Monday 4PM (MN/S) Tuesday 4 PM	Thursday for all papers	3,000/General Population (CC) 7,200/General Population (MN/S)
Daily Independent P. O. Box 7 Ridgecrest, CA 93556	Bob Smith, Managing Editor (760) 375-4481 (760) 375-4880 FAX	Everyday except Monday and Saturday	Trona, Ridgecrest, Inyo, Kern, Red Mt. Randsberg, Johannasberg	2 days prior to publishing for NR at least 2 weeks prior to event	Sunday, Tuesday, & Friday	8,000 Tuesday – Friday 8,500 Sunday/General Population
Daily Press P.O. Box 1389 Victorville, CA 92393 (Mailing) 13891 Park Avenue Victorville, CA 92392 (Location)	Stuart Kellogg-Feature Writer (760) 951-6240 (760) 241-7744 Newsroom (760) 241-1860 FAX stuart@link.freedom.com	Daily	HighDesert	As soon as possible for acute releases/ and 10 days for clinics	Daily (AM)	30,000 Monday-Thursday 31,000/General Population
Desert Dispatch 130 Coolwater Lane Barstow, CA 92311	Scott Shackford, News Editor (760) 256-2257 (760) 256-0685 FAX	Daily	Desert Upper	2:00 PM	Daily	6,000/General Population
(The) Desert Sun/USA Today P.O. Box 2734 Palm Springs, CA 92263 (Mailing) 750 N. Gene Autry Trail Palm Springs, CA 92262 (Location)	Brian Medricka , Community Page Editor (760) 778-4623 (760) 778-4654 FAX www.thedesertsunonline.com	Daily	Desert Lower, Morongo Bingo	4-7 days prior to publication (This paper is owned by Gannett, but is separate publication from The Sun)	Daily	45,000/General Population

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Desert Trail P. O. BOX 159 29 Palms, CA 92277 (Mailing) 6396 Adobe Road 29 Palms, CA 92277 (Location)	Kurt Fchauppner, Editor (760) 367-3577 (760) 367-1798 FAX news@deserttrail.com	Thursday	29 Palms	Monday 5 PM for Thursday & Saturday 12 Noon for Saturday	Thursday	3,500/General Population
**El Informador Independiente	Jaxier Corona (760) 599-1493 www.pennysaverusa.com	Weekly	Riverside, Imperial Valley, El Cajon to Border	1 week prior	Friday	25,000/Latino Population
Fontana Herald News P.O. Box 549 Fontana, Ca. 92334 (mailing) 16981 Foothill Blvd Fontana, Ca. 92335 (location)	Russ Ingold, Editor (909) 822-2231 (909) 355-9358 FAX news@fontanaheraldnews.com	Thursday	Fontana, Rialto, and Bloomington	Friday	Thursday	35,000/General Population

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Hi-Desert Star P. O. Box 880 Yucca Valley, CA 92286 (Mailing) 56445 29 Palms, Hwy. Yucca Valley, CA 92284 (Location)	Jess Allred, Publisher Stacy Moore, Editor (760) 365-3315 (760) 365-2650 FAX (760) 365-8686 FAX	Wednesday and Saturday	Morongo Basin	Tuesday & Friday	Wednesday & Saturday	8,000-9,000 /General Population
Highland Community News 27268. Baseline Highland, CA 92346	Charles Robert, Editor/Publisher (909) 862-1771 (909) 862-1787 FAX highlandcn@earthling.net	Weekly	Highland City	Friday 5PM	Weekly	16,600/General Public
**Informador Del Valle 44075 N. Jackson, Suite G Indio, CA 92201	Pamper Rodriguez, General Manage (760) 342-7558 (760) 342-2918 Fax elinform.gte.net	Thursdays and Sundays	Coachella and Imperial Valley	1 week prior	Thursday & Sunday	Thursdays 22,000/Latino Saturdays 20,000
Inland Empire Community Newspaper P.O. Box 6247 San Bernardino, CA 92412-6247 (Mailing) 1809 Commercenter West San Bernardino, CA 92408 (Location) *Colton Courier *El Chicano (EC) *Rialto Record (RR)	Bill Harrison, Co-Publishers/Editors (909) 381-9898 (909) 384-0406 FAX iecn@gte.net Note: Send only one copy of news release to parent newspaper and specify to which paper(s) to include	Weekly	San Bernardino County	Monday at 5 PM for all papers	Thursday for all papers	7,000/Total Population 7,000/General Population, (CC) and (RR) 7,000/Latino Population (EC)

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Inland Empire News 5225 Canyon Crest Drive, Suite 351 Riverside, CA 92507	Jim Ness, Owner (909) 369-3900 (909) 369-8300 FAX inlandnewstoday@pe.net	Daily	Inland Empire	3 weeks prior	News Bureau	General Population
**Inland Empire Hispanic News 1558 N. Waterman, Suite d San Bernardino, CA 92404 Note: Will translate from English to Spanish	Graciano Gomez, Publisher and Editor (909) 381-6259 (909) 384-0419 FAX hispanic.news.@@@.org	Every other week	San Bernardino, Riverside, Yucaipa, Victor Valley, and adjacent cities	5-6 working days before published	Every other Wednesday	15,000/Latino Population
Inland Valley Daily Bulletin P.O. Box 4000 Ontario, CA 91761 (Mailing) 2041 E. 4 th Street Ontario, CA 91764 (Location)	Joanne Washington, Health Reporter (909) 987-6397 (909) 948-9038 FAX www.dailybulletin.com	Daily	Central Valley & West Valley	2 weeks	Daily	90,000/General Population
**La Opinion 411 W. 5 th Street, 3 rd Floor Los Angeles, CA 90013	Gerardo Lopez, Editor (213) 622-8332 (213) 896-2171 FAX www.laopion.com	Daily	Inland Empire and Southern California	1 week	Daily	115,000/Latino Population
**La Voz 685 W. Mission Blvd. Pomona, CA 91766 Note: Will translate from English to Spanish	Albert Castro, Publisher (909) 629-2292 (909) 629-7644 FAX lavoz1981.@earthlink.net	Weekly (Thursdays)	West Valley, Central Valley, & Inland Empire	Monday 5 PM	Thursday	20,000/Latino Population

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Los Angeles Times 202 West 1 st Street Los Angeles, Ca 3800 Orange Street, Suite 240 Riverside, CA 92501	David Olmos, Editor (626) 359-4445 Tom Gorman, Inland Empire Reporter (909) 788-4220 (909) 788-8121 FAX	Daily	Southern California	1 week	Daily	1 million/ General Population
Lucerne Valley Leader P.O. Box 299 Lucerne Valley, CA 92356 (Mailing) 32385 Highway 18 Lucerne Valley, CA 92356 (Location)	Ellen Porter, Managing Editor Brehm Communications/Owner (760) 248-7878 (760) 248-2042 FAX leader@lucernevalley.net	Weekly	Lucerne Valley	Friday 4 PM	Wednesday	4,500/General Population
Mountaineer Progress P.O. Box 290130 Phelan, CA 92329-0130 (Mailing) 3936 Phelan Road, Suite 1A Phelan, CA 92371 (Location)	Horst Meister, Editor (760) 868-3245 (760) 868-2700 FAX	Weekly Thursdays	Wrightwood, Phelan, and Pinon Hills	Friday 12 Noon	Thursday	3,000/General Population
Muscoy News 2660 Macy Street (mailing) San Bernardino, CA 92407	Linda Thacker, Editor (909) 887-2268 No Fax	Monthly	Muscoy	Before the 20 th of each month	1 st day of the following month	500/General Population

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Needles Desert Star 911 Thirds Street Needles, CA 92363	Robin Richards, Editor (760) 326-2222 (760) 326-3480 FAX	Weekly	Needles and Lower Mojave Valley	Friday 12 Noon	Wednesday	2,000/General Population
News Mirror P. O. Box 760 Yucaipa, CA 92399 (Mailing) 35154 Yucaipa Blvd. Yucaipa, CA 92399 (Location)	Claire Teeters, Editor (909) 797-9101 (909) 797-0502 FAX	Weekly	East Valley, Banning, Beaumont, Cherry Valley, Yucaipa, and Calimesa	Monday 5 PM	Thursday	18,500/General Population
Observation Post Marine Corps, Air Ground Combat Center P. O. Box 788101 29 Palms, CA 92278	Sgt. Kristin Bennett, Editor (760) 830-6213 (760) 830-5474 FAX bennettka@29palms.usmc.mil	Weekly	Marine Corps Base	Friday 12 Noon of previous week	Friday	8,500/Marine Base personnel and their families
Volunteer Voice (News Letter) 600 W. 5 th Street San Bernardino, CA 92410	Nancy Clatfeter, Manager (909) 384-5414 (909) 889-9801 FAX clatfleterna@sbcity.org	Quarterly (Jan., April, July, and Oct.)	San Bernardino County	1 month prior to publishing	1 st of the month	600/Senior
Parker Pioneer P. O. Box 3365 (mailing) Parker, AZ 85344 – 3365 1001 12 th Street Parker, AZ 85344 (Location)	Joan Travis, Editor (928)) 669-2275 (928) 669-9624 FAX	Weekly	Colorado River	Friday 12 Noon	Wednesday	4,500- 5000/General Population
Precinct Reporter 1677 W. Baseline San Bernardino, CA 92411	Brian Townsend, Publisher (909) 889-0597 (909) 889-1706 FAX	Weekly	Riverside, Pomona, and San Bernardino Counties	Monday 5 pm	Thursday	55,000/African American & Latino Population

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Press Enterprise – Riverside P. O. Box 792 Riverside, CA 92502-0792 (Mailing) 3512 14 th Street Riverside, CA 92501 (Location) Press Enterprises – San Bernardino 1650 S. E St. San Bernardino, CA 92408	Doug Beeman, Health Reporter Ernestine Sanchez, Health Calendar (909) 684-1200 (909) 368-9024 FAX (909) 806-3000 (909) 806-3099 FAX	Daily	Riverside and San Bernardino Counties	1 week before published	Daily	165,000 Monday-Saturday 170,000 Sunday/General Population
Redlands Daily Facts 700 Brookside Ave Redlands, CA 92373 (Mailing)	Carl Baker, Editor (909) 793-3221 (909) 793-9588 FAX	Daily Except Saturday	East Valley	At least 2 days in advance	Daily	8,000-9,000/General Population
San Bernardino American News P. O. Box 7010 San Bernardino, CA 92411 (Mailing) 1583 W. Baseline San Bernardino, CA 92411 (Location)	Willie Mae Martin, Owner/Publisher (909) 889-7677 (909) 889-2882 FAX	Weekly	San Bernardino	Tuesday 5 PM	Thursday	5,000.General Population
Senior Newsletter Senior Center P. O. Box 6644 Big Bear Lake, CA 92315 (Mailing) 42651 Big Bear Blvd. Big Bear Lake, CA 92315 (Location)	Georgene Stanfield, President (909) 585-6205	Monthly	Big Bear Valley	15 th of the month	Last week of the month	1000/Senior Population

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Southern California Senior Life 6500 Wilshire Blvd Suite 1200 Los Angeles, Ca 90048-4932	Lawrence Vigtes, Editor (323) 933-9228 (323) 933-9261 FAX	Monthly	LA Metro San Diego	20 th of each month	1 st and 15 th of each month	250,000/Circula- tion 600,000/Reader -ship Senior Population
<u>MAIN OFFICE</u> Sun and USA Today 399 N. "D" Street San Bernardino, CA 92401 Note: All news releases <u>must</u> go to main office and a copy to area bureau(s). Sun – Victorville 12192 Hesperia Road Victorville, CA 92392	Annette Wells, Editor (909) 386-3855 Main Info: (909) 889-9666 (909) 885-8741 FAX Attn: Community Editor (Health related event) Lauri Sauer (760) 843-3558 (760) 843-1059FAX	Daily Daily	San Bernardino County Desert Upper, Desert Lower, and Mountains	Daily 4 PM 1 week daily 4 PM	Daily Daily	Total County 93,310 – Daily 104,000 – Sunday/General Population Individual bureau circulation numbers not available.

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Valley Messenger 35242 Yucaipa Blvd., Suite E Yucaipa, CA 92399-4341	Darrel Tetters, Publisher Pat Tetters, Editor (909) 790-9470 (909) 790-3487 FAX	Monthly	Forest Falls, Angeles Oaks, Loma Linda, San Bernardino, Highland, Calimesa, Hemet, Mentone, Redlands, Yucaipa, Grand Terrace, and Colton	15 th of each month	Approximately 1st of the month	10,000/Senior Population
Valley-Wide Newspaper PO Box 400937 Hesperia, Ca 92340-0937 (mailing) 16925 Main Street Hesperia, Ca 92340 (location) * Adelanto Bulletin * Apple Valley News * Hesperia Resorter * Victorville Post	Jenny Jones, Publisher (760) 244-0021 (760) 244-6609 Fax Note: Send one copy to parent newspaper and indicate which paper to be included.	Weekly for all Papers	Upper Desert	Friday 12 noon For all papers	Thursday	20,000/General Population
Westside Story 577 N. D St. Suite 106 San Bernardino, CA 92401	Wallace Allen, Owner/Publisher (909) 384-8131 (909) 384-8133 FAX westory@gte.net	Weekly Thursdays	Inland Empire and Desert Lower	Previous Friday for Thursday	Thursday	10,000/African American Population